The Facebook, Inc. v. Connectu, LLC et al
Doc. 252 Att. 24

EXHIBIT 20

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From: Cameron WInklevoss
Sent: Monday, May 03, 2004 5:02 PM
To: Howard Winklevoss
Subject: Re: Social Networks

That is an issue, but we think that it will continue to grow throughout the summer.

1)Most all programs of study/internship/travel don't begin until june or july, so for the 2-3 weeks in late may and early june most kids will be at home doing nothing and looking for ways to waste time (i,e. signup).

2)Over the summer months people will look to keep track of friends, etc.

3)Students will look to waste time at their jobs/interships/summer school

4)Part of the extra cost is a Chat-Instant Message feature. Students will be able to chat to their friends/other students live via our website. This will come out a couple of weeks after our launch.

5)Thefacebook.com does not seem to be slowing down at all...they could have all the schools in the country by september. Its too much of a mountain to climb if that is the case.

6)We are adding blogs to our site (this is short for web log, basically an online journal). This is a "sticky" feature since once people start using it, they aren't going to switch over and start a new journal even if he starts offering it.

7) He may try to copy ours, but it will take him time and he will look bad for copying.

To be quite honest I'm not sure exactly what will happen over the summer (and its impossible to tell until after the fact), but I think its time we get the site out and start marketing it. We need the summer months to determine how to attack in the fall and improve our site.

-Cameron

----- Original Message -----
From: "Howard Winklevoss" <HWinklevoss@winklevoss.com>
To: "Cameron WInklevoss" <winklev@fas.harvard.edu>
Sent: Monday, May 03, 2004 4:03 PM
Subject: RE: Social Networks

> How are you (or did Mark) introduce it to other schools?
>
> Also, since most schools will be out by the time you get this up, are
> you absolutely sure that introducing it now is the right thing to do?
> And even if they have a week or so to go, is anyone really going to use
> it? Or do you have other goodies in there (other than classes) that
> they will enjoy--even this summer.
>
> If Mark was "not in the picture", would you still try to "go live" this
> late in the year. Aren't you giving him a blueprint for his summer's
> work??
>
> I'm sure you know what you're doing, but I hate to see you make a

> mistake here after all the work and money.
>
>
>
> -----Original Message-----
> From: Cameron WInklevoss [mailto:winklev@fas.harvard.edu]
> Sent: Monday, May 03, 2004 3:34 PM
> To: Howard Winklevoss
> Subject: Re: Social Networks
>
> Our name is now ConnectU. We are only going to have 1 domain, instead
> of
> individual ones for each school. All people will go to
> www.connectu.com.
> We will show him our site to demonstrate similarities, etc. Maybe we
> can
> get him to sign on?
>
> -Cameron
>
>
> ----- Original Message -----
> From: "Howard Winklevoss" <HWinklevoss@winklevoss.com>
> To: "Cameron WInklevoss" <winklev@fas.harvard.edu>
> Sent: Monday, May 03, 2004 11:49 AM
> Subject: RE: Social Networks
>
>
> > And you will have the imarc guys on standby in case any problems
> > develop.
> > What do you mean when you say you're going to show it to Summers?
> Isn't
> > the name going to be a problem right off??
> > Our web site is moving, I guess. Will be working on it today.
> >
> >
> > -----Original Message-----
> > From: Cameron WInklevoss [mailto:winklev@fas.harvard.edu]
> > Sent: Monday, May 03, 2004 11:00 AM
> > To: Howard Winklevoss
> > Subject: Re: Social Networks
> >
> > Yes It would be nice to take him out after he has put in so much
> > work...haha. The nail in the coffin will be to launch with the same
> > schools
> > he has, and have our temps get a couple more that he doesn't have so
> we
> > are
> > ahead of him right off the bat. I think he has a couple people
> working
> > with
> > him. That in addition to his smeared reputation should be good enough
> > punishment. Then on the 20th we will be launching our chat feature,
> > which
> > will further demoralize him.
> >
> > I think it will be a very good site. They initially planned for 3
> days
> > for
> > debugging (they build it pretty well, so there shouldn't be too many
> > problems). They are talking about doing concurrent testing, so it
> will
> > get
> > up faster. Not sure exactly what that is, but we will run through it
> > extensively to make sure we don't launch with any major problems.

> Most
> > importantly we will have a server that can support large influxes of
> > traffic.
> >
> > How is your website?
> >
> >
> > ----- Original Message -----
> > From: "Howard Winklevoss" <HWinklevoss@winklevoss.com>
> > To: "Cameron WInklevoss" <winklev@fas.harvard.edu>
> > Sent: Monday, May 03, 2004 10:49 AM
> > Subject: RE: Social Networks
> >
> >
> > > Cam,
> > > That would be so sweet to "take Mark out" that way. I hope it works
> > for
> > you guys. And getting the courses that way is also very sweet.
> That's
> > a
> > big job putting in the courses and I have to believe he has people
> > working
> > for him.
> > >
> > > We'll just have to pay the extra cost. I hope the site is really
> > good.
> > Are you able to debug it while they are building it? All programs
> have
> > bugs
> > initially, and I wouldn't want you to "go live" and then have it blow.
> > That
> > would not be cool. And I suspect you're learning a lot about
> > "marketing" as
> > you think through this thing. Don't let the course work slip,
> however.
> > >
> > > Harvard's rowing is amazing. Hope all goes well in next two races!
> > >
> > > -----Original Message-----
> > > From: Cameron WInklevoss [mailto:winklev@fas.harvard.edu]
> > > Sent: Mon 5/3/2004 10:33 AM
> > > To: Howard Winklevoss
> > > Cc:
> > > Subject: Re: Social Networks
> > >
> > >
> > >
> > > Google is experimenting with a social networking site called Okrut.
> > It
> > > seems to be another version of friendster.com (large scale, anyone
> can
> > > join). So it doesn't really affect us too much, but I will read the
> > > article.
> > >
> > > The project is coming along well. Good news is that we should have
> a
> > site
> > > up by the 10th, so we can show Larry Summers and we will have ample
> > time
> > to
> > > begin signing people on. We have also been able to suck courses of
> > > > thefacebook.com, so we should be able to launch with as many, if not
> > more
> > > schools than Mark. This will be a huge psychological blow to him,
> > because

> > > it looks like he has spent 100s of hours over the last 3 months
> > collecting
> > > them (and we will essentially be getting them fast and free).
> > >
> > > The Bad news is that it will be a bit more costly (rougly 6600 more
> > for
> > us)
> > > because of increased functionality that we did not originally
> forsee.
> > That
> > > being said, they are putting another programmer on, and they are
> > giving us
> > a
> > > dedicated server for 100 dollars/month, which is normally 500
> > dollars/month
> > > (we will save 5000 dollars each year).
> > >
> > > We are developing a good launch strategy (finding contacts in the
> > crimson,
> > > assembling email lists, getting campus reps, writing a story). I
> > predict
> > > large scale defections from the facebook.com when this comes out.
> We
> > will
> > > have much more functionality, a better looking and more intuitive
> > site,
> > and
> > > we will go to more schools. I think Mark will shit his pants.
> > >
> > > As for rowing, we had a good race saturday, largest margin against
> NE
> > ever.
> > > Washington beat Navy by 7 sec, Princeton beat Brown by 6.8 sec, we
> > beat
> > both
> > > schools by 9. I think our Brown race could have been a fair bit
> > faster
> > > (they jumped us off the line which we were not use to), and the
> > > Washington/Navy race is a setup because they fly out there and
> borrow
> > boats,
> > > etc. So we know for sure that we are at least as fast as the
> > competition
> > > (if not a fair bit faster). Now we just need to keep getting
> faster.
> > >
> > > How is the boat business, and your website?
> > >
> > > -Cameron
> > >
> > >
> > >
> > >
> > > ----- Original Message -----
> > > From: "Howard Winklevoss" <HWinklevoss@winklevoss.com>
> > > To: <winklev@fas.harvard.edu>; <twinklev@fas.harvard.edu>
> > > Sent: Monday, May 03, 2004 8:45 AM
> > > Subject: Social Networks
> > >
> > >
> > > > Guys,
> > > > Read the article in today's NYT business section on Google. The
> VC
> > > mentions his interest in Social Networks.
> > > >

> > > > How is that project coming?
> > > >
> > > > That was a nice win over NE. I thought they might do better,
> based
> > on
> > > some prior races, but I guess you guys are just too good.
> > > >
> > > >
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